

# **CALIFORNIA EXPOSITION & STATE FAIR**

## **Minutes of the Cultural Advisory Council Meeting**

Held Pursuant to Due Notice  
Thursday, October 25, 2007

**California Exposition & State Fair  
Administration Building Board Room  
1600 Exposition Blvd.  
Sacramento, California**

**Council Members Present**

Matthew Franklin, Chair  
Maxine Milner Krugman, Vice Chair  
Mohammad Armiti  
Jerry Chong - arrived at 4:42pm  
Lynda Dotson  
Herbert Earl Jr. – arrived at 4:50pm  
Mona Foster  
Wayne Hoang – arrived at 4:44pm  
Rosemary Jones  
Sunday Ogbodo – arrived at 4:42pm  
David Rasul – arrived at 5:12pm  
Jose Reynoso  
Rachel Rios  
Amy Tong - arrived at 5:00pm

**Council Members Absent (Excused)**

Walter Edwards  
Indi Kallirai

**Council Members Absent (Unexcused)**

Donald Donato  
Naomi Fualau  
Natalie Raz  
Derrell Roberts

**Staff Present**

Norbert J. Bartosik, General Manager/CEO (GM)  
Brian May, Deputy General Manager (DGM)  
Erica Manuel, AGM, Marketing & PR (AGM)  
Lt. Jeannie Schlenker, California State Fair Police Dept.  
Tina Novoa, Event Coordinator (EC)  
Paul Gillingham, Entertainment Coordinator (ENT)

**Board Members Present**

None

**Others Present**

Joe Cruz, Friends of the Fair, President

**1. CALL TO ORDER**

Chair Franklin called the meeting to order at 4:37pm. Introductions of Council members and staff were made.

## **2. ROLL CALL AND COUNCIL MEMBERS ABSENT**

EC Novoa reported on Council Members that requested to be excused:

- Walter Edwards
- Indi Kallirai

## **3. INTRODUCTION OF GUESTS**

Joe Cruz, Friends of the Fair, President

## **4. APPROVAL OF MINUTES**

**Motion to approve minutes at the June 28<sup>th</sup>, 2007 Meeting.**

It was moved by Council Member Reynoso and seconded by Council Member Jones.

**All in favor, motion carried.**

## **5. COMMITTEE AND STAFF REPORTS**

CEO Bartosik, AGM Manuel and EC Gillingham provided an overview of the 2007 State Fair.

### **a. 2007 State Fair Recap**

It was suggested that the 2008 Entertainment Committee consist of 3 to 4 Council Members. All were in agreement. EC Gillingham will work with the Council to find out who is interested on sitting on this committee.

From a public safety issue, Lt. Schlenker reported that the State Fair did not receive a single complaint against an officer and there were no problems during the headliner concerts.

The Exhibits & Programs were well received. Kids Park continues to be a big hit with families. Returning this year was the cultural crafts for kids. Japanese and Mexican activities were held on three days.

Arts Day (August 18) had several cultural artists and exhibits which extended throughout the Fair run with Mexican Cultural Center exhibit from Michoacan, México (August 17 to the 24) Matsuyama Sacramento Sister City Corporation exhibit (August 17 – 24) and displays from Siberian and Ukrainian artists.

The Boxing Event and the ever popular State Fair Star continue to draw big crowds.

Vice Chair Krugman expressed how pleased she was with Senior Fridays.

Although the Daily Parade still needs to be enhanced it was vastly improved. Ideas such as working with school marching bands and clubs to increase participation, i.e.. Little Leagues, Boy Scouts/Girls Scouts to march in uniform.

The concerts on the Golden1 Stage continue to be a major draw. Staff will begin working on the headliners and solicit CAC input in the next three months with Council Members Rios, Rasul and Reynoso regarding Hispanic acts.

Everyone enjoyed themselves at the Thank You Reception where staff acknowledged Reverend Archie Sims and the many contributions of Hiroko Ninomiya from the Matsuyama Sister City of Sacramento. We also received a special performance by Amy Hanaiali'i.

Our Poppy Pals Club continues to grow as well as the Read and Ride Program.

Thank you to those who participated in the Secret Shopper Program and Operation Postcard.

## **6. 2008 STATE FAIR PLANNING**

AGM Manuel reported that staff was working on three themes which were:

- Hollywood
- Celebrating our 40<sup>th</sup> Anniversary/Mid Life Crisis
- Wild West

AGM Manuel also commented that the staff was concentrating on making significant changes that would drive attendance.

The following is a list the board sanctioned - Top Ten Changes for 2008:

1. Continue to promote and enforce a zero tolerance policy on unruly and illegal behavior by enhancing existing safety protocols and complementing new ones to ensure the highest level of public safety.
2. Enhance the advance sales program to include improvements in online, corporate and retail sales.
3. Highlight the 40<sup>th</sup> anniversary of Cal expo which includes a "Big Wow".
4. Develop a sponsored midway discount program.

5. Establish a school outreach program designed to drive weekday attendance.
6. Evaluate the current marketing and advertising strategy.
7. Add a premier night on Thursday to kick off the Fair. (17 day Fair)
8. Develop a budget which focuses on programming that increases paid attendance.
9. Improve the quality of the grounds entertainment and stage entertainment.
10. Promote market and support the return of thoroughbred/mixed breed racing.

The dates for the 2008 Fair will be August 15 through September 1. There is also discussion of a Preview Day on August 14 but that has not yet been confirmed.

CEO Bartosik has spoken with the Sacramento Unified School Superintendent about working with principals on expanding school tours and getting the word out to the students about the State Fair exhibits and programs that tie to school curriculum.

**7. NOMINATION COMMITTEE FOR CHAIR AND VICE CHAIR 2008**

Chair Franklin asked Council Members Rios and Donato to head this committee.

**8. CONSENT CALENDAR**

None

**9. COORESPONDENCE**

None

**10. UNFINISHED BUSINESS**

None

**11. NEW BUSINESS**

None

## **12. MATTERS OF INFORMATION**

### **a. Public Comments**

None

### **b. Member Comments**

Council Hoang reported on his visit to Cambodia and presented staff and Council with a water painting from a 3<sup>rd</sup> grader he met. Painting will be framed and displayed.

Chair Franklin asked about the possibility of having a December Holiday Mixer with the Council. Staff will discuss the possibility and get back to the Chair.

Council Members Tong reported about the Bejiing Olympics Committee visit to Sacramento and where they were presented with the Poppy holding the globe as a welcome gift from the California State Fair. There was also discussion about the possibility of an Olympic Exhibit showcasing China. Staff will meet with Council Member Tong to discuss further.

### **c. Staff Comments**

None

### **d. Other Comments, if any.**

None

## **13. ADJOURNMENT**

The meeting was adjourned at 5:15 pm.